

arts DAY 2014

at the Legislative Assembly
Fredericton, April 9 & 10



Building a dynamic, creative New Brunswick

New Brunswick's priceless artistic treasures and a cultural heritage have played a critical role in making the province a privileged place in which to live.

Arts and culture improve the quality of life of New Brunswickers and make them proud of their individual and collective identity.

Like health care and education, arts and culture are an essential service throughout the province.

Arts and culture play a leading role in the provincial economy, a creative economy that retains population and attracts newcomers.

Arts and culture build a dynamic society, strengthening collective resourcefulness, innovation, creativity, and imagination by bringing citizens together in shared goals and collaborative projects.

Did you know...

- In 2010, 99.7% of New Brunswickers took part in at least one artistic, cultural, or heritage-related activity.¹
- "Participation in the arts can contribute to social cohesion, reduce social exclusion and isolation, and/or create a perception of stronger and more secure communities."²



Jared Betts, 106, Acrylic on canvas, 30" x 40", 2013

- According to the Conference Board of Canada, the economic footprint of the cultural sector in Canada was \$ 84.6 billion in 2007. This represents 7.4% of Canada's GDP, while the cultural sector represents more than a million jobs in the Canadian economy.³
- In New Brunswick, "the contribution to GDP by information and cultural industries was \$910 million in 2010, an increase from \$723 million in 2000."⁴
- New Brunswick has more than 12,200 active workers in the cultural, information and recreation sector⁵: this represents more workers than forestry, fishing, mining, quarrying, oil and gas, which together employ 10 300 workers.⁶





RECOGNITION OF ARTISTS AS PROFESSIONALS AND IMPROVEMENT OF THEIR SOCIO-ECONOMIC CONDITIONS

According to the 2006 census, the average income of artists in New Brunswick was \$15,600, well below the average personal income of \$28,656 for all New Brunswickers.




Recognition of the artist as a professional requires an approach that includes legal measures such as **legislation recognizing the professional status of the artist**, as well as governmental measures protecting artists against economic and social risk:

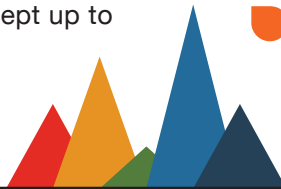
- Legal measures that address issues of remuneration of professional artists: definitions of forms of remuneration and working relationships - who pays what, and how
- Government measures providing social protection for artists against the following types of risk:

ECONOMIC RISKS

-  **Income fluctuation:** the alternation of periods of availability and scarcity of work.
-  **Underemployment:** defined as a lack of contracts or clients and thus a diminished revenue
-  **Business risk:** the risk of developing a product or service without knowing whether it will sell, or at what price
-  **Outdated skill sets:** the risk of diminished employability if skills are not kept up to date.

SOCIAL RISKS

-  **Illness/disability/parental responsibilities:** the risk of loss of revenue through physical or mental barriers to assuming a normal workload because of illness or partial or total disability; or the revenue risk associated with pregnancy or childcare or care of other dependent family members.
-  **Workplace accident or work-related illness:** risk of loss of revenue through physical or mental inability to assume a normal workload because of a workplace accident or work-related illness.
-  **Aging:** risk of diminished work capacity or reduced work revenues due to aging, and the need to address career transition and retirement.



Through the work of the Premier's Working Group on the status of the artist, we seek the recognition of the artist as a professional, and the improvement of socio-economic conditions for artists, and sufficient resources for the Working Group to discharge its responsibilities effectively.

Are you prepared to continue the work begun in 2014 in order to adopt the measures necessary to ensure professional recognition of the artist and improvement of the socio-economic condition of artists?

AN EFFECTIVE, INSPIRING CULTURAL POLICY: A HEALTHY ECOSYSTEM

For almost two years, New Brunswickers from all cultural communities have contributed to the revision of the provincial Cultural Policy. This process not only allowed the policy to be updated, but also fostered a rethinking of the place of the arts in New Brunswick society. This new cultural policy will focus most especially on the sustainable development and integration of arts and culture in the full spectrum of planning for New Brunswick's future, including both social and economic projects.

We ask that the new Cultural Policy be adopted by all parties, and that an action plan be developed to implement its recommendations.

We also ask:

- that **funding for artsnb** be increased, since this body plays a crucial role in the development of artists' careers and encourages research and creation of new works;
- that a **dynamic strategy for the development of cultural industries** be developed;
- that the province support the creation and establishment of an **organization with responsibility for human resources in the cultural sector**, in order to equip New Brunswick artists and cultural workers through better access to training, employment, and professional development;
- that the province develop a **public art policy** in respect of all new construction or renovation fully or partially funded by the province;
- that a program for **touring and diffusion of arts** be established for all cultural communities;
- that the **presence of artists in the schools** be even more strongly supported, for teaching of both arts and other subjects, especially through programs such as GénieArts/ArtSmarts, Sistema NB and Une école, un artiste.
- that a **book purchase policy** be initiated at an early date, to foster literacy and improve access to books by provincial authors, and to strengthen provincial publishing infrastructure, especially independent bookstores.



Mark Igloliorte, Installation photo, Material Traces, Galerie Leonard & Bina Ellen, Montréal, February-April 2013

Do you support the adoption of the new Cultural Policy developed with the participation of significant numbers of New Brunswickers?

Are you prepared to support the implementation of the initiatives recommended in the Cultural Policy?

A NEW BRUNSWICK FUTURE IN OUR OWN IMAGE

We share a present. We also have a common future. To build that future and enhance it, **we need a vibrant, creative cultural and artistic life that is accessible to everyone.** The arts foster thought, exploration, and the ability to imagine new possibilities and ways of innovating.

To distinguish itself in today's creative and competitive economy, the government of New Brunswick must continue to develop new modes of action to contribute to the prosperity of the province, retain its population, attract and integrate immigrants and new businesses, while improving the quality of life of all New Brunswickers.

In 2014, the provincial government announced an increase in funding for arts and culture. This is a "catch-up" investment for a sector that has had no new funding since 2006. This increase also sends a clear message that **arts and culture are part of the solution** for the province, and that they can contribute to resolving the significant challenges we face.

To ensure a healthy ecosystem in light of the new cultural policy, it is critical to invest in the sector, through an annual increase of \$4 million in each of the next 4 years in the funds allocated to arts and culture, in order that this sector continue to be a partner in the development of the province and a means of responding to current challenges.

Will you invest in arts and culture by committing to an increase in funding of \$4 million per year?



Nathalie Paulin and Sandra Le Couteur with the Chœur de l'Académie Isabelle Thériault during the Soirée des Éloizes 2012 in Bathurst. Photo : Francine Dion.

1. Phoenix Strategic Perspectives, *Arts and Heritage in Canada: Access and Availability Survey 2012*, 2012, p. 2. <http://bit.ly/1e4IGnP>
2. Arts Council England, *The Value of Arts and Culture to People and Society - an evidence review*, p. 8. <http://bit.ly/Pnpjey>
3. Conference Board of Canada, *Valuing Culture: Measuring and Understanding Canada's Creative Economy*, 2008, <http://bit.ly/Vtnyxk>.
4. MQO Research, New Brunswick Career Development Action Group, *A Profile of the Information, Culture and Recreation Sector in New Brunswick*, funded by the Government of Canada and the Province of New Brunswick through the Canada-New Brunswick Labour Market Development Agreements, June 2012. <http://bit.ly/1e3DX5w>
5. idem.
6. MQO Research, New Brunswick Career Development Action Group, *A Profile of the Natural Resources Sector in New Brunswick*, funded by the Government of Canada and the Province of New Brunswick through the Canada-New Brunswick Labour Market Development Agreements, June 2012.



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